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Title Page.

"FRENCH PASTRY"

A Photoplay in 2 reels.

Author of Photoplay Christie Film Company Inc. U S A.

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JAN -6 1925

# PRESS SHEET

## Bobby Vernon Comedies

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# Bobby Vernon in



# "FRENCH PASTRY"

Directed by Harold Beaudine



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.

1136

## SHERMAN SHOULD HAVE SEEN VERNON'S NEW WAR COMEDY

### "French Pastry" Would Have Made Famous General Revise Opinion of War

Sherman expressed his opinion of war in three words. They were sufficient and expressive at the time but the General had never seen a motion picture comedy with war as a background. If he had, for instance, lived to see "French Pastry," Bobby Vernon's comedy, he would have added that war had its good points.

"French Pastry" is without a doubt the funniest thing Vernon has ever done. That's saying a lot when such knockouts as "Bright Lights" and "High Gear" are still fresh in your minds.

Laugh follows laugh with the persistency of a barrage. The story is screamingly funny. Huge sets rivalling those of features many times the length of this Short Subject have been erected. Clever gags and side-splitting situations abound and the whole comedy moves at a speed that will make the laughter continuous.

#### The Story

In the American trenches there are thirteen men and the one that has to go back to his own company is Private Stock. He starts out across "no-man's-land" dreaming about the little French girl he left back in the town with the American troops. On the way he falls into a pit and into a German squad. He startles the enemy and captures them and starts marching them off to town, dreaming about the medals he is going to get.

When he marches the gang into town his girl, who can't speak English, tries to get over to Private Stock by sign language the fact that the Germans have occupied the town. Blissfully ignorant of peril, Private Stock marches his squad right plump into the hands of the German general staff. He is captured and escapes from the General, who used to be a waiter in New York.

He routs another gang of enemy scouts with the aid of a hornet's nest and is recaptured but gets away temporarily by changing clothes with an overjoyed enemy traitor who is about to be shot.

When the firing squad takes Private Stock out to shoot him he successfully misunderstands the language and marches back and forth with the squad, utterly flabbergasting the German general.

He escapes again when an old cart comes between him and the firing squad and the Germans shoot holes in the wine casks and then busy themselves drinking up the beverage.

In the chase which follows, Private Stock hides in the muzzle of a mortar and is blown back to town. He and his French girl then rout the enemy by faking up dummies to look like American troops passing a window. All is well with the two lovers until the lovely little cottage where they are making love is blown sky-high.



For Electro Order No. 3498-E  
For Mat (Free) Order No. 3498-M

#### WHAT OTHERS SAY About Recent Vernon Comedies

"Bright Lights—with Bobby Vernon. A knockout picture! They almost fell out of their seats!"

John W. Hawkins  
Capitol Theatre, New Bedford, Mass.  
(From Exhibitors Herald)

#### WHO'S WHO in "French Pastry"

Private Stock ..... BOBBY VERNON  
Celeste ..... Anne Cornwall  
German General ..... Bill Irving  
Captain ..... Eddie Baker

Directed by Harold Beaudine

#### EXPLOITATION

"French Pastry" presents exploitation possibilities unusual in a two reel comedy.

As it is a "war comedy" it will appeal especially to all veterans of the late world war. Circularize the various American Legion Posts in your locality with advertising matter about the comedy, telling the members that here's a side of the war that they missed. The name "French Pastry" also suggests good tie-ups with bakeries and restaurants in connection with their wares.

Bobby Vernon's name is also valuable exploitation material. He is known all over the country and your success with previous Bobby Vernon Comedies or the Christie Comedies in which he has appeared is evidence that your patrons will be pleased with "French Pastry" and that they will respond to any exploitation you may do on this or any Bobby Vernon Comedy.

Get your posters and lobby display in front of your house early and your advertisements and publicity stories in the newspapers. Emphasize the comedy in your advertising. Bobby Vernon is a drawing card of big calibre. Give his reputation a chance to work for you.

#### PARAGRAPHS For Your Program

Added laughing attraction. Bobby Vernon in his funniest comedy, "French Pastry." Worth going miles to see.

In addition to the feature the funniest comedy of the year. Bobby Vernon in "French Pastry"—Two reels of side-splitting fun.

What war would be if comedy writers were generals—See the funny side of it in "French Pastry," the new Educational-Bobby Vernon Comedy.

More laughs than there were cooties in France! See Bobby Vernon in the side-splitting war comedy, "French Pastry." Two reels of the funniest kind of comedy.



## YOU WILL LIKE BOBBY VERNON'S FRENCH PASTRY

### New Comedy A Tooth- some Morsel of Excel- lent Entertainment

(Newspaper review for use after showing  
of picture)

Whether you've got a sweet tooth in your head or not, you'll like "French Pastry."

"French Pastry" isn't bakery goods in this instance. It is the latest Bobby Vernon Comedy, and it's playing at the.....Theatre. As a dessert to the feature it has all the qualities of the toothsome dainties whose name it bears.

But the resemblance stops there. "French Pastry" is a comedy of the late European unpleasantness, with Bobby Vernon playing the part of a doughboy of the A.E.F., and Anne Cornwall, appearing as his French sweetheart. The restaurant article isn't funny, but the celluloid "French Pastry" is one of the funniest films of the season.

On its comedy merits alone, "French Pastry" is an exceptional picture. But in addition to its rib-tickling proclivities, it is an excellent example of a two reel comedy made on a big feature scale. The sets, particularly the realistic trench and no-man's land, and the French Village, are constructed along heroic lines, and on a scale seldom seen except in feature.....

Supporting Vernon is Anne Cornwall as his French sweetheart. Eddie Baker is an American captain, while Bill Irving is a German officer. The credit for direction, which should also include a *croix de lauch* with two palms, goes to Harold Beaudine.

### FUNNY WAR IN VERNON COMEDY

(Newspaper review for use after showing of  
picture)

If General Sherman had lived to see the movies, he might have revised his definition of war after seeing the latest Educational-Bobby Vernon Comedy, "French Pastry," which is tickling the ribs of the patrons of the.....Theatre.

"French Pastry" is a war picture, built around the late European squabble. The war is fought as it would have been fought if comedy scenario writers had the managing of it.

Bobby Vernon is seen as a doughboy and the comedy gets most of its laughs from a situation embracing Bobby's capture by the enemy and his subsequent escapes and recaptures. Harold Beaudine directed.

## HUGE SETS USED IN VERNON'S LATEST COMEDY "FRENCH PASTRY"



BOBBY VERNON

In a scene from  
"FRENCH PASTRY"

For Electro Order No. 3499-E

No. 3499-M

### ANNE CORNWALL LIKES COMEDY

(Prepared as advance publicity story)

Anne Cornwall, who plays the lead opposite Bobby Vernon in his new Comedy "French Pastry," which will be the comedy attraction on the bill at the.....Theatre....., has been adding a great deal to her popularity since she entered the comedy field. She was always in dramatic pictures until she joined the Bobby Vernon Company and now she plays in comedy even when she steps out into the feature film field.

She has just played the lead with Douglas MacLean in his new feature length comedy and then returned to the Vernon Company for the two-reeler, "French Pastry." In the latter, she plays a little French girl who can't speak English. Bobby is an American soldier who can't speak French, but they seem to get along together well enough.

"French Pastry" was directed by Harold Beaudine. It is said to be the funniest comedy in which Vernon has appeared.

### Trenches and Villages Built for Star's New Fun Film

(Prepared as advance publicity story)

Following the tremendous success of the new Bobby Vernon Comedies, "Bright Lights" and "High Gear," Vernon is now coming out in a new and different two reel fun-film.

His new comedy is called "French Pastry," the title being significant of the fact that the picture contains a hodge-podge of the doings of a bunch of doughboys in a little French town and the screamingly funny incidents transpiring when Bobby is captured by the enemy and his escapes and recaptures. The new comedy will be shown at the.....Theatre..... in addition to the feature.

"French Pastry" is one of the most pretentious comedies ever made at the Christie Studios. One entire stage, a mammoth outdoor platform, was transformed into a startlingly realistic duplicate of a section of trenches and "no-man's-land" somewhere in France in which high-explosives in the form of bombs and hilarious situations burst with alarming and side-splitting results. Another huge set, embracing a street scene in a French village, occupied one entire end of the studios.

### DOUGHBOYS HELP MAKE WAR FILM

(Prepared as advance publicity story)

Ex-doughboys of the A.E.F. cooperated to a large degree with Bobby Vernon in the making of "French Pastry," the latest Bobby Vernon Comedy which will be at the.....Theatre.....

Vernon's latest two reel fun picture, as the name indicates, is a comedy of the late fracas in Europe. Bobby wore a uniform during the war, but never saw a trench, for the reason that he was in the navy, so he consulted with boys who had helped build the trenches when he wanted to produce a war picture.

The trenches constructed are perfect in every detail, from parapet to parados, with wire entanglements, communication trenches, dugouts and lookout posts reproduced under the instructions of late officers in the Engineering Corps.

The "soldiers" in the comedy were all selected from veterans of the war who are regularly employed at the Christie Studio or from the regular extra talent lists.

## WORK UP A STEADY PATRONAGE THROUGH THE USE AND ADVERTISING OF POPULAR SHORT SUBJECTS

What does your theatre mean to the average patron?

Is it a place to come to see the feature picture only—or do they come to your theatre secure in the knowledge they are going to get an entire evening's entertainment?

Are you trying to secure a steady patronage by employing methods that really make your playhouse a specialty theatre where they come for a special purpose such as to see a special picture?

Or do you try to balance your program and your advertising so that your patrons will come to your theatre confident that they will see, not only one good picture, but a complete bill of good entertainment?

If you concentrate on your feature productions you are making a special effort to draw your patrons

for one performance only—to see that ONE particular picture. If that picture is strong enough, you are safe. But you can not book sure-fire productions every day in the week. You must rely on something else and that is the reputation of your house for furnishing entertainment and amusement.

Let your Short Subjects help you gain this reputation by working up a clientele who will come to your theatre confident of seeing an excellent comedy—and willing to take a chance on the features which have not been highly exploited by their producers.

Educational Short Subjects help you gain this reputation and clientele if you advertise them. They are the best comedies the market affords, starring popular comedians and backed by consistent national advertising. They will bring and hold business for you.



One Column by One Inch "Ad" cut  
For Electro Order No. 3500-E  
For Mat (Free) Order No. 3500-M



One and One Half Inch "Ad" Cut  
For Electro Order No. 3501-E  
For Mat (Free) Order No. 3501-M

For Three column cut on page one order  
Electro No. 3502-E Mat (Free) No. 3502-M

### ACCESSORIES

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Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Bobby Vernon, Anne Cornwall and a big cast in a snappy war comedy, "French Pastry."

\* \* \*

See the funny side of war in "French Pastry," a two real side-splitter with Bobby Vernon.

\* \* \*

A laugh a minute and a few in between in "French Pastry," a new comedy with Bobby Vernon.

\* \* \*

You'll laugh loud, long and often at "French Pastry," the new Educational-Bobby Vernon Comedy.

\* \* \*

"French Pastry," Bobby Vernon's new two reel war comedy—A laughing success that proves that Sherman was wrong!

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